



MIDO 2015: **MADUP!** IS REFLECTED ON PEOPLE'S FACES AND EXPRESSIONS

The fully Italian Mad in Italy brand surprises with its new trend: 8 grams of lightness that encompass luminosity, flexibility, technology and comfort.

Alano di Piave (BL), 18 February 2015 – Can a model of glasses reflect your true self? With **Mad in Italy**, it can happen. For the MIDO 2015 exhibition (Milan, 28 February – 2 March) the brand with **creativity and production that is totally Italian** and known in many countries throughout the world, aims to astonish with **mirror and multicolor effects in the design** of the models in its **top collection: Madup!** The goal is to overturn the common idea of eyeglasses to make them madly **free to express themselves depending on different personalities and faces**. Any age, face and character will recognize itself in the new **Madup!** concept that goes perfectly with Mad in Italy's slogan "The madness of being oneself."

When you're wearing them, **Madup!** glasses are full of color and **illuminate your face** thanks to the materials used to make them: nylon and titanium. "*In only 8 grams of glasses* – explains **Claudio Dalla Longa, creative director and designer of the production company Vista Eyewear** with over 30 years of experience in the eyeglasses sector – *there is considerable technology, with a front face in nylon, material that is flexible but strong, and the temples and nose piece in light and very sturdy titanium, screw-less hinges, no welding and no Nickel at all.*" There are **nineteen color versions** such as turquoise, crimson, orange, and phosphorescent yellow and green that command **various forms**.

The **Madup!** line glasses are available at points of sale in the principal Italian cities. The fully Italian product is appreciated abroad; in fact Mad in Italy and its lines are present in the U.S., Australia and New Zealand, the Arab Emirates, Hong Kong, Macau, Thailand and the Philippines.

MIDO 2015 – Mad in Italy, Hall 2 Booth P37 R42

www.mad-in-italy.it

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